



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Media Placement Technologies
500 North Washington Street
Suite 303
Alexandria, VA 22314

Contract # 329938

Schedule Dates 09/05/12-09/10/12
Advertiser Pol/R McKenna/R/Governor (16706)
Agency Media Placement Technologies (4260)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name MEADE,NICOLE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MCKENNA FOR GOVERNOR
ROB MCKENNA FOR GOVERNOR,

Date Entered 09/04/12
Last Modified 09/14/12
Entered By Dana Dixon
CO-OP No
Headline # 06303823
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,881.00
Net Total \$78,659.00
Sales Tax

Seattle (KIRO)

| By Broadcast Month | Spots | Rate |
|---------------------|------------|--------------------|
| Sep. 2012 | 106 | \$92,540.00 |
| Grand Total: | 106 | \$92,540.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|-------|--------------------------------|-------------------|-----|--------|----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|--|---------|
| 1.0 | Normal Line / Spot | 09/06/12-09/06/12 | 2 | :30 | 6:58P- NATIONAL CONVENTION | | | | | 1 | | | | | \$3,000.00 | | Seattle (KIRO) | CONVENTION | 9/4/12 |
| 1.0.1 | Closed Preempt | 09/06/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Program Change/Spot - CBS - NDC coverage | |
| 2.0 | Normal Line / Spot | 09/05/12-09/07/12 | 5 | :30 | 4:30A- 4:59A (PST) | 4 | | | X | X | X | | | 4 | \$110.00 | \$440.00 | Seattle (KIRO) | 430AM NEWS | 9/4/12 |
| 3.0 | Normal Line / Spot | 09/10/12-09/10/12 | 5 | :30 | 4:27A- 4:59A (PST) | | 1 | | | | | | | 1 | \$110.00 | \$110.00 | Seattle (KIRO) | 430AM NEWS | 9/4/12 |
| 4.0 | Normal Line / Spot | 09/05/12-09/07/12 | 4 | :30 | 4:57A- 5:59A (PST) | | | | 2 | 2 | 2 | | | 6 | \$265.00 | \$1,590.00 | Seattle (KIRO) | 5AM NEWS | 9/4/12 |
| 5.0 | Normal Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 4:57A- 5:59A (PST) | | 2 | | | | | | | 2 | \$265.00 | \$530.00 | Seattle (KIRO) | 5AM NEWS | 9/4/12 |
| 6.0 | Normal Line / Spot | 09/05/12-09/07/12 | 4 | :30 | 7A- 9A (PST) | | | | 3 | 3 | 3 | | | 9 | \$150.00 | \$1,350.00 | Seattle (KIRO) | THIS MORN | 9/4/12 |
| 7.0 | Normal Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 7A- 9A (PST) | | 3 | | | | | | | 3 | \$150.00 | \$450.00 | Seattle (KIRO) | THIS MORN | 9/4/12 |
| 8.0 | Normal Line / Spot | 09/08/12-09/08/12 | 3 | :30 | 7A- 8:30A (PST) | | | | | | | 2 | | 2 | \$245.00 | \$490.00 | Seattle (KIRO) | SAT 7AM NEWS | 9/4/12 |
| 9.0 | Normal Line / Spot | 09/09/12-09/09/12 | 2 | :30 | 8:27A- 9A (PST) | | | | | | | | 2 | 2 | \$1,065.00 | \$2,130.00 | Seattle (KIRO) | FACE THE NATION | 9/4/12 |
| 10.0 | Normal Line / Spot | 09/05/12-09/06/12 | 3 | :30 | 9:56A- 11A (PST) | | | | 2 | 2 | | | | 4 | \$610.00 | \$2,440.00 | Seattle (KIRO) | PRICE IS RIGHT | 9/4/12 |
| 11.0 | Normal Line / Spot | 09/10/12-09/10/12 | 3 | :30 | 9:56A- 11A (PST) | | 2 | | | | | | | 2 | \$610.00 | \$1,220.00 | Seattle (KIRO) | PRICE IS RIGHT | 9/4/12 |
| 12.0 | Normal Line / Spot | 09/05/12-09/06/12 | 3 | :30 | 10:58A- 12P (PST) | | | | 2 | 2 | | | | 4 | \$750.00 | \$3,000.00 | Seattle (KIRO) | Y&R | 9/4/12 |

CONFIRMATION CONTRACT

| | | | | |
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| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
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Order Type Normal
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Commission \$13,881.00
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| Grand Total: | 106 | \$92,540.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|--|---------|
| 13.0 | Normal Line / Spot | 09/10/12-09/10/12 | 3 | :30 | 10:58A- 12P (PST) | | 2 | | | | | | | 2 | \$750.00 | \$1,500.00 | Seattle (KIRO) | Y&R | 9/4/12 |
| 14.0 | Normal Line / Spot | 09/05/12-09/06/12 | 4 | :30 | 12P- 12:30P (PST) | | | | 2 | 2 | | | | 4 | \$275.00 | \$1,100.00 | Seattle (KIRO) | NOON NEWS | 9/4/12 |
| 15.0 | Normal Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 12P- 12:30P (PST) | | 1 | | | | | | | 1 | \$275.00 | \$275.00 | Seattle (KIRO) | NOON NEWS | 9/4/12 |
| 16.0 | Normal Line / Spot | 09/05/12-09/07/12 | 4 | :30 | 3:56:50P- 5P (PST) | 4 | | | X | X | X | | | 4 | \$385.00 | \$1,540.00 | Seattle (KIRO) | JUDGE JUDY | 9/4/12 |
| 17.0 | Normal Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 3:58P- 5P (PST) | | 1 | | | | | | | | \$385.00 | | Seattle (KIRO) | JUDGE JUDY | 9/4/12 |
| 17.0.1 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Sports Over Run/Spot - US Open - tennis ran long | |
| 18.0 | Normal Line / Spot | 09/05/12-09/07/12 | 3 | :30 | 5P- 5:30P (PST) | 4 | | | X | X | X | | | 4 | \$700.00 | \$2,800.00 | Seattle (KIRO) | 5PM NEWS | 9/4/12 |
| 19.0 | Normal Line / Spot | 09/10/12-09/10/12 | 3 | :30 | 5P- 5:30P (PST) | | 1 | | | | | | | | \$700.00 | | Seattle (KIRO) | 5PM NEWS | 9/4/12 |
| 19.0.1 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Sports Over Run/Spot - US Open - tennis ran long | |
| 20.0 | Revised Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 7P- 7:30P (PST) | | 1 | | | | | | | | | | Seattle (KIRO) | ET | 9/4/12 |
| 20.1 | Normal Line / Spot | 09/07/12-09/07/12 | 2 | :30 | 7P- 7:27P (PST) | | | | | | 1 | | | | \$1,050.00 | | Seattle (KIRO) | ET | 9/4/12 |
| 20.1.1 | Closed Preempt | 09/07/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Order Error/Spot - | |

CONFIRMATION CONTRACT

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| 21.0 | Normal Line / Prime | 09/06/12-09/06/12 | 5 | :30 | 10P- BIG BROTHER-THUR 10P | | | | | 1 | | | | 1 | \$3,000.00 | \$3,000.00 | Seattle (KIRO) | BIG BROTHER | 9/4/12 |
| 22.0 | Normal Line / Prime | 09/07/12-09/07/12 | 4 | :30 | 9P- CSI: NEW YORK | | | | | | 1 | | | 1 | \$2,000.00 | \$2,000.00 | Seattle (KIRO) | CSI:NY | 9/4/12 |
| 23.0 | Normal Line / Prime | 09/07/12-09/07/12 | 4 | :30 | 10P- BLUE BLOODS | | | | | | 1 | | | 1 | \$2,000.00 | \$2,000.00 | Seattle (KIRO) | BLUE BLOODS | 9/4/12 |
| 24.0 | Normal Line / Prime | 09/09/12-09/09/12 | 4 | :30 | 6:57P- 60 MINUTES | | | | | | | | 1 | 1 | \$2,400.00 | \$2,400.00 | Seattle (KIRO) | 60 MIN | 9/4/12 |
| 25.0 | Normal Line / Prime | 09/09/12-09/09/12 | 4 | :30 | 9P- THE GOOD WIFE | | | | | | | | 1 | 1 | \$2,300.00 | \$2,300.00 | Seattle (KIRO) | GOOD WIFE | 9/4/12 |
| 26.0 | Normal Line / Prime | 09/07/12-09/07/12 | 4 | :30 | 7:57P- STAND UP TO CANCER | | | | | | 1 | | | | \$2,000.00 | | Seattle (KIRO) | UNDERCOVER BOSS | 9/4/12 |
| 26.0.1 | Closed Preempt | 09/07/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Program Change/Spot - | |
| 27.0 | Normal Line / Prime | 09/09/12-09/09/12 | 4 | :30 | 10P- THE MENTALIST | | | | | | | | 1 | 1 | \$2,600.00 | \$2,600.00 | Seattle (KIRO) | NYC 22 | 9/4/12 |
| 28.0 | Normal Line / Spot | 09/07/12-09/07/12 | 4 | :30 | 7:27P- THE INSIDER | | | | | | 1 | | | 1 | \$475.00 | \$475.00 | Seattle (KIRO) | INSIDER | 9/4/12 |
| 29.0 | Normal Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 7:27P- THE INSIDER | | 1 | | | | | | | 1 | \$475.00 | \$475.00 | Seattle (KIRO) | INSIDER | 9/4/12 |
| 30.0 | Normal Line / Prime | 09/10/12-09/10/12 | 4 | :30 | 7:58P- 9P (PST) | | 1 | | | | | | | 1 | \$2,800.00 | \$2,800.00 | Seattle (KIRO) | HOW I MET/ | 9/4/12 |
| 31.0 | Normal Line / Prime | 09/10/12-09/10/12 | 4 | :30 | 8:58P- 10P (PST) | | 1 | | | | | | | 1 | \$3,200.00 | \$3,200.00 | Seattle (KIRO) | 2.5 MEN/ MIKE & MOLLY | 9/4/12 |
| 32.0 | Normal Line / Prime | 09/10/12-09/10/12 | 3 | :30 | 10P- HAWAII FIVE-0 | | 1 | | | | | | | 1 | \$3,500.00 | \$3,500.00 | Seattle (KIRO) | HAWAII 5-0 | 9/4/12 |

CONFIRMATION CONTRACT

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| 33.0 | Normal Line / Prime | 09/05/12-09/05/12 | 3 | :30 | 9P- BIG BROTHER-WED 9P | | | | 1 | | | | | 1 | \$3,800.00 | \$3,800.00 | Seattle (KIRO) | BIG BROTHER | 9/4/12 |
| 34.0 | Normal Line / Prime | 09/08/12-09/08/12 | 4 | :30 | 9:58P- 11P (PST) | | | | | | | 1 | | 1 | \$1,900.00 | \$1,900.00 | Seattle (KIRO) | 48 HRS | 9/4/12 |
| 35.0 | Revised Line / Spot | 09/05/12-09/07/12 | 4 | :30 | 6P- 6:30P (PST) | | | | 2 | 2 | 2 | | | | | | Seattle (KIRO) | 6PM NEWS | 9/4/12 |
| 35.1 | Normal Line / Spot | 09/05/12-09/07/12 | 4 | :30 | 6P- 6:30P (PST) | | | | 2 | 2 | 2 | | | 6 | \$650.00 | \$3,900.00 | Seattle (KIRO) | 6PM NEWS | 9/4/12 |
| 36.0 | Normal Line / Spot | 09/10/12-09/10/12 | 2 | :30 | 6P- 6:30P (PST) | | 2 | | | | | | | | \$650.00 | | Seattle (KIRO) | 6PM NEWS | 9/4/12 |
| 36.0.1 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | No Avail/Spot - | |
| 36.0.2 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | No Avail/Spot - | |
| 37.0 | Normal Line / Spot | 09/05/12-09/07/12 | 3 | :30 | 5:30P- 6P (PST) | 4 | | | X | X | X | | | 4 | \$650.00 | \$2,600.00 | Seattle (KIRO) | 530PM NEWS | 9/4/12 |
| 38.0 | Normal Line / Spot | 09/10/12-09/10/12 | 3 | :30 | 5:30P- 6P (PST) | | 1 | | | | | | | | \$650.00 | | Seattle (KIRO) | 530PM NEWS | 9/4/12 |
| 38.0.1 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Sports Over Run/Spot - US Open - tennis ran long | |
| 39.0 | Normal Line / Prime | 09/05/12-09/06/12 | 2 | :30 | 8:30P- 9P (PST) | | | | 1 | 1 | | | | | \$1,050.00 | | Seattle (KIRO) | ET | 9/4/12 |
| 39.0.1 | Closed Preempt | 09/05/12 | | | | | | | | | | | | | | | Seattle (KIRO) | No Avail/Spot - CBS Programming - DNC | |

CONFIRMATION CONTRACT

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| 39.0.2 | Closed Preempt | 09/06/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Program Change/Spot - CBS - NDC coverage | |
| 40.0 | Normal Line / Spot | 09/05/12-09/07/12 | 3 | :30 | 11P- 11:35P (PST) | | | | 2 | 2 | 2 | | | 6 | \$1,100.00 | \$6,600.00 | Seattle (KIRO) | 11PM NEWS | 9/4/12 |
| 41.0 | Normal Line / Spot | 09/10/12-09/10/12 | 2 | :30 | 11P- 11:35P (PST) | | 2 | | | | | | | 2 | \$1,100.00 | \$2,200.00 | Seattle (KIRO) | 11PM NEWS | 9/4/12 |
| 42.0 | Normal Line / Spot | 09/08/12-09/09/12 | 3 | :30 | 11P- 11:35P (PST) | | | | | | | 1 | 1 | 2 | \$795.00 | \$1,590.00 | Seattle (KIRO) | WKND NEWS | 9/4/12 |
| 43.0 | Normal Line / Spot | 09/05/12-09/07/12 | 3 | :30 | 11:35P- LATE SHOW WITH DAVID LETTERMAN | 4 | | | X | X | X | | | 4 | \$380.00 | \$1,520.00 | Seattle (KIRO) | D LETTERMAN | 9/4/12 |
| 44.0 | Normal Line / Spot | 09/10/12-09/10/12 | 3 | :30 | 11:35P- LATE SHOW WITH DAVID LETTERMAN | | 1 | | | | | | | 1 | \$380.00 | \$380.00 | Seattle (KIRO) | D LETTERMAN | 9/4/12 |
| 45.0 | Normal Line / Prime | 09/05/12-09/05/12 | 4 | :30 | 10P- CRIMINAL MINDS | | | | 1 | | | | | 1 | \$2,500.00 | \$2,500.00 | Seattle (KIRO) | | 9/4/12 |
| 46.0 | Normal Line / Prime | 09/06/12-09/06/12 | 4 | :30 | 8:58P- 10P (PST) | | | | | 1 | | | | 1 | \$2,600.00 | \$2,600.00 | Seattle (KIRO) | | 9/4/12 |
| 47.0 | Normal Line / Prime | 09/09/12-09/09/12 | 5 | :30 | 8P- BIG BROTHER | | | | | | | | 1 | 1 | \$3,000.00 | \$3,000.00 | Seattle (KIRO) | BIG BROTHER | 9/13/12 |
| 48.0 | Normal Line / Spot | 09/08/12-09/08/12 | 5 | :30 | 4:57P- U.S. OPEN TENNIS II | | | | | | | 2 | | 1 | \$1,250.00 | \$1,250.00 | Seattle (KIRO) | | 9/4/12 |
| 48.0.1 | Closed Preempt | 09/08/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Sports/Spot - US Open - canceled due to weather | |
| 49.0 | Normal Line / Spot | 09/10/12-09/10/12 | 4 | :30 | 6:58P- ENTERTAINMENT TONIGHT | | 2 | | | | | | | 2 | \$525.00 | \$1,050.00 | Seattle (KIRO) | | 9/4/12 |

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| 50.0 | Normal Line / Prime | 09/06/12-09/06/12 | 2 | :30 | 8P- 8:30P (PST) | | | | | 1 | | | | | \$1,500.00 | | Seattle (KIRO) | NEWS | 9/4/12 |
| 50.0.1 | Closed Preempt | 09/06/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Advertiser Instructions/Spot - | |
| 51.0 | Revised Line / Spot | 09/08/12-09/08/12 | 2 | :30 | 7P- KIRO 7 EYEWITNESS NEWS- SPECIAL EDITION | | | | | | | 1 | | | | | Seattle (KIRO) | NEWS | 9/4/12 |
| 51.1 | Normal Line / Spot | 09/08/12-09/08/12 | 6 | :30 | 7P- KIRO 7 EYEWITNESS NEWS- SPECIAL EDITION | | | | | | | 1 | | 1 | \$350.00 | \$350.00 | Seattle (KIRO) | NEWS | 9/13/12 |
| 52.0 | Revised Line / Prime | 09/08/12-09/08/12 | 6 | :30 | 9P- ENTERTAINMENT THIS WEEKND | | | | | | | 2 | | | | | Seattle (KIRO) | | 9/4/12 |
| 52.1 | Normal Line / Prime | 09/08/12-09/08/12 | 6 | :30 | 9P- ENTERTAINMENT THIS WEEKND | | | | | | | 1 | | 1 | \$750.00 | \$750.00 | Seattle (KIRO) | | 9/5/12 |
| 53.0 | Normal Line / Sports-Football | 09/09/12-09/09/12 | 5 | :30 | 9:56A- NFL FOOTBALL | | | | | | | | 1 | 1 | \$2,800.00 | \$2,800.00 | Seattle (KIRO) | | 9/5/12 |
| 54.0 | M/G For 1.0.1 / Spot | 09/06/12-09/06/12 | 2 | :30 | 6:58P- NATIONAL CONVENTION | | | | | 1 | | | | 1 | \$3,000.00 | \$3,000.00 | Seattle (KIRO) | CONVENTION | 9/7/12 |
| 55.0 | M/G For 39.0.2 / Prime | 09/09/12-09/09/12 | 5 | :30 | 6:57P- 60 MINUTES | | | | | | | | 1 | 1 | \$2,000.00 | \$2,000.00 | Seattle (KIRO) | | 9/13/12 |
| 56.0 | Normal Line / Spot | 09/10/12-09/10/12 | 10 | :30 | 6P- 6:30P (PST) | | 1 | | | | | | | | | | Seattle (KIRO) | | 9/13/12 |
| 56.0.1 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | Advertiser Instructions/Exception - | |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Media Placement Technologies
500 North Washington Street
Suite 303
Alexandria, VA 22314

Contract # 329938

Schedule Dates 09/05/12-09/10/12
Advertiser Pol/R McKenna/R/Governor (16706)
Agency Media Placement Technologies (4260)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name MEADE,NICOLE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MCKENNA FOR GOVERNOR
ROB MCKENNA FOR GOVERNOR,

Date Entered 09/04/12
Last Modified 09/14/12
Entered By Dana Dixon
CO-OP No
Headline # 06303823
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,881.00
Net Total \$78,659.00
Sales Tax

Seattle (KIRO)

| By Broadcast Month | Spots | Rate |
|---------------------|------------|--------------------|
| Sep. 2012 | 106 | \$92,540.00 |
| Grand Total: | 106 | \$92,540.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|------------|------------|----------------|-----------------|---------|
| 57.0 | M/G For 56.0.1 / Spot | 09/10/12-09/10/12 | 6 | :30 | 6P- 6:30P (PST) | | 1 | | | | | | | | \$1,735.00 | | Seattle (KIRO) | | 9/13/12 |
| 57.0.1 | Closed Preempt | 09/10/12 | | | | | | | | | | | | | | | Seattle (KIRO) | No Avail/Spot - | |
| 58.0 | M/G For 57.0.1 / Spot | 09/10/12-09/10/12 | 2 | :30 | 6P- 7P (PST) | | 1 | | | | | | | 1 | \$1,735.00 | \$1,735.00 | Seattle (KIRO) | | 9/14/12 |
| 59.0 | M/G For 36.0.1,36.0.2 / Spot | 09/10/12-09/10/12 | 5 | :30 | 6P- 7P (PST) | | 2 | | | | | | | 2 | \$650.00 | \$1,300.00 | Seattle (KIRO) | 6PM NEWS | 9/14/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

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